



An NIQ
Company

State of consumer technology and durables sales tracker

Weekly trends and insights for
the tech and durables market

Edition 176
cw40/2023

Powered by **gfknewron**

Take the effort out of analyzing data

Get quick, easy and comprehensive access to your business intelligence



> About **gfknewron**

Fact of the week

Germany

Great Britain

France

Italy

Spain

Japan

Brazil

China

Volatility and uncertainty is forecasted to remain throughout 2022 and beyond. It's never been more important to act based on facts, with data-driven decisions being made across the whole organization.

gfknewron builds a single point of truth for business-critical data that's easily accessible, and understandable, by your team. In today's fast-moving, highly competitive landscape, this is crucial to working at speed and turning market disruptions into profitability.

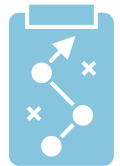
gfknewron gives the right people instant access to key market, brand and consumer data to enable faster, superior decision-making.



Act in seconds to control your future with AI-powered recommendations



Outperform expectations and give decision-makers data at their fingertips



Revolutionize the way you strategize and grow with forecasts and simulations



Ready to revolutionize the way you work with market intelligence?



Simply [log in](#) to the platform, or [request access](#) to get started with **gfknewron**!

Fact of the Week

Why does it matter to be recognized as a sustainable brand?



About **gfknewron**

Select. MDA | Panelmarket | Jan-Jun 2023

> Fact of the week

Germany

Great Britain

France

Italy

Spain

Japan

Brazil

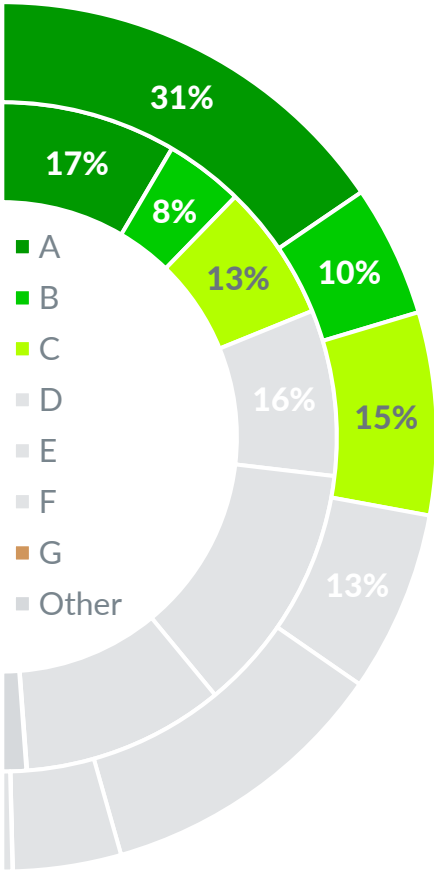
China

In many categories energy efficiency is driving market share.

Energy efficient home appliances will further gain market share, as newly launched products will become the market norm in coming years.

Newly launched YTD 23
Total market YTD 23

Revenue
€ 11.5bn
€ 0.4bn



Weekly retail insights from the Point of Sale

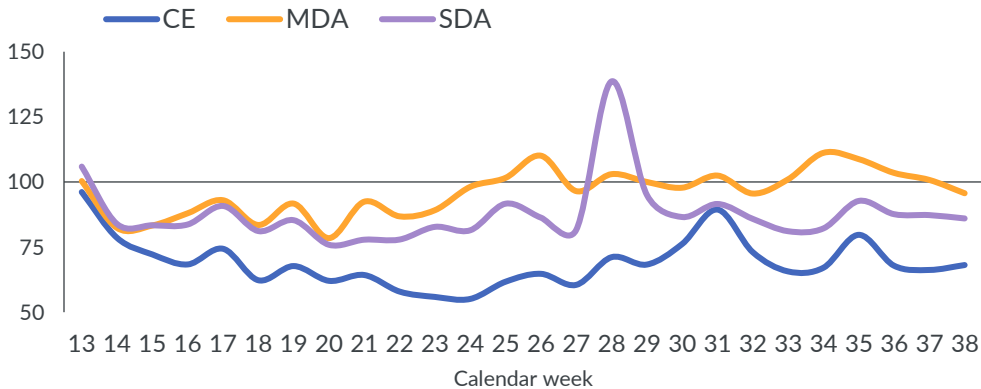
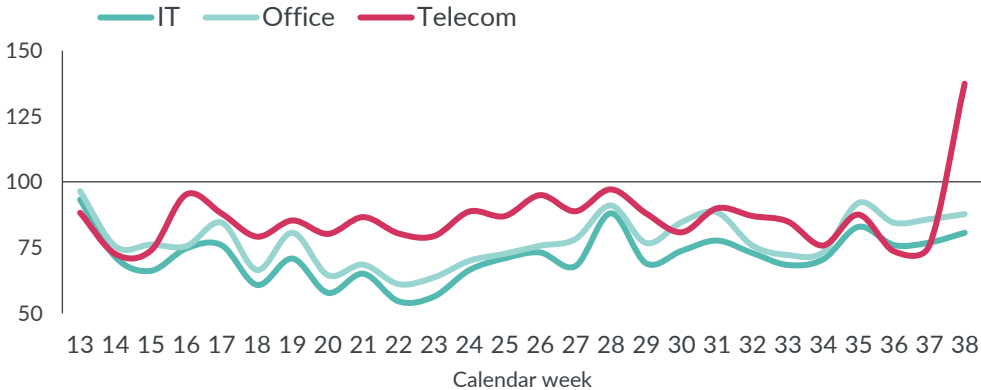
Spotlight on Germany



- About **gfknewron**
- Fact of the week
- > Germany**
- Great Britain
- France
- Italy
- Spain
- Japan
- Brazil
- China

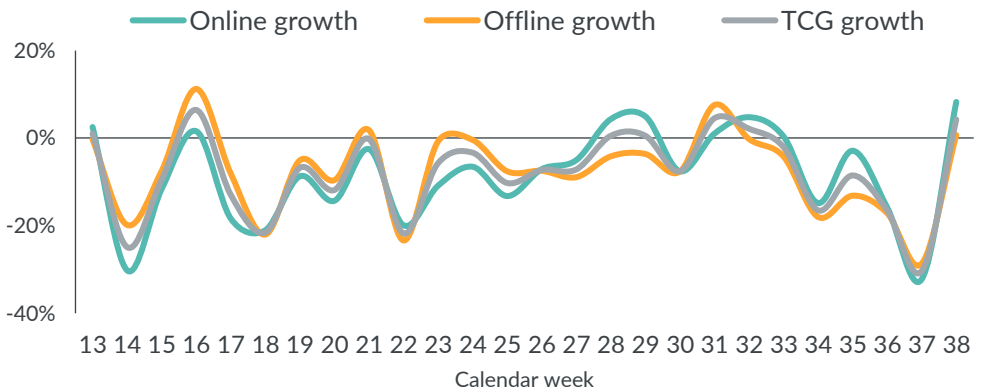
Please note: Below lines depict a sales index vs an average 2022 week. Above average **absolute** sales are shown as >100 (≠ growth rate vs same week 2022).

Index: 2022 average weekly turnover in EUR = 100



Please note: Below lines depict the sales growth rate vs same week of previous year.

Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 38 (Sep 18 – Sep 24)

- A good recovery for both traditional retail (+1%, up from -29% in week 37) and online sales (+8%, up from -32%) led to an uplift of 4% for total TCG.
- Smartphones at +15% were the driving force. Except for monitors at a slight +1%, all other IT/Office products posted negative trends, led by desk computing at -25%.
- While CE products lost in double digits throughout (with TVs posting -13% and soundbars dropping by 25%), air treatment (+25%) was the best-performing product group within MDA/SDA products. Food preparation declined by 21%.

Source: GfK Market Intelligence: Sales Tracking, Germany; Calendar week 1 2022 – 38 2023; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desktop computing (excl. Media sticks/boxes), monitors – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems, soundbars – Major domestic appliances (MDA): Cooling and washing machines – Small domestic appliances (SDA): Air treatment, vacuum cleaners, shavers, food preparation, dental care, hot beverage makers; Value is in EUR NSP (non-subsidized price) fix.

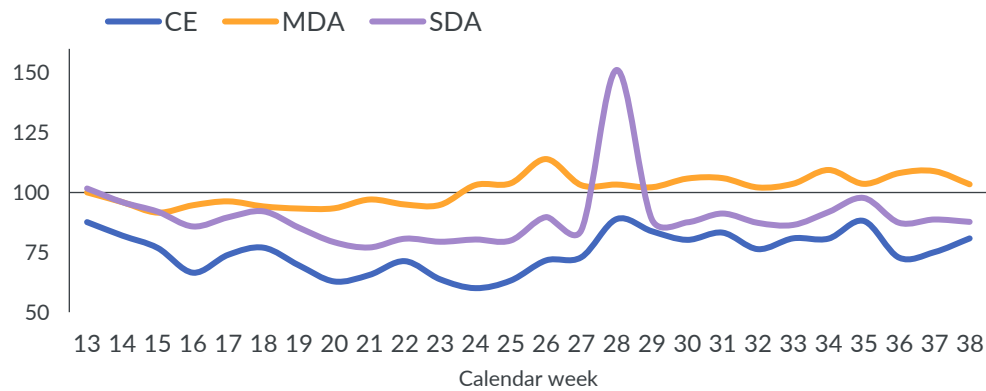
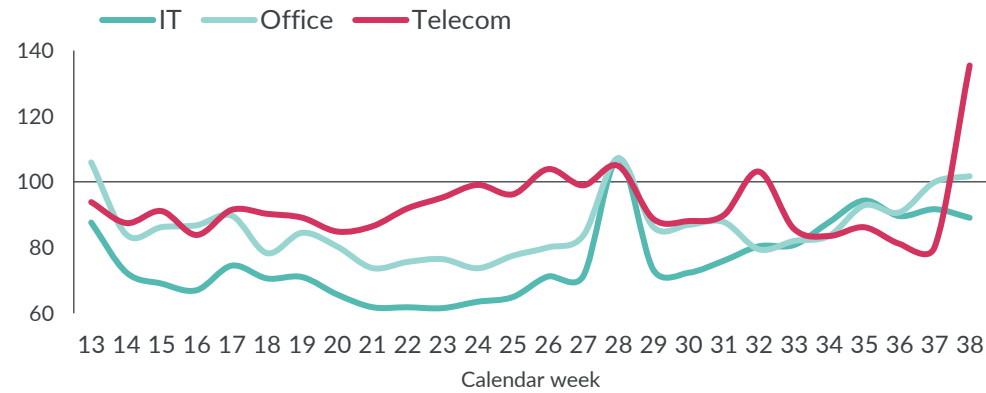
Weekly retail insights from the Point of Sale

Spotlight on Great Britain

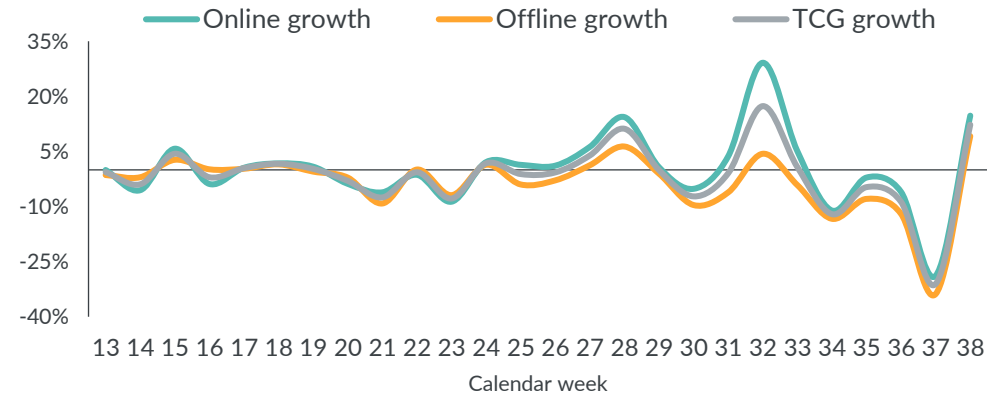


- About **gfknewron**
- Fact of the week
- Germany
- > Great Britain
- France
- Italy
- Spain
- Japan
- Brazil
- China

Index: 2022 average weekly turnover in EUR = 100



Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 38 (Sep 18 - Sep 24)



- Online sales experienced quite a shift in week 38, posting +15% versus -29% in week 37, which lifted the total TCG market to +12%. Traditional retail at +9% added to it.
- The main driver of this development was smartphones (+24%). The picture for IT/Office was mixed, ranging from +24% for mice to -27% for media tablets.
- Washing machines at +12% added to the good result of TCG but all other MDA/SDA categories also posted positive trends. CE products though decelerated in small rates of -1% for TV and -7% for audio home systems.

Source: GfK Market Intelligence: Sales Tracking, Great Britain; Calendar week 1 2022 – 38 2023; Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile/Desktop computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems, soundbars – Major domestic appliances (MDA): Cooling and washing machines – Small domestic appliances (SDA): Vacuum cleaners, shavers, food preparation, dental care, hot beverage makers; Value is in EUR NSP (non-subsidized price) fix

Weekly retail insights from the Point of Sale

Spotlight on France



About **gfknewron**

Fact of the week

Germany

Great Britain

> France

Italy

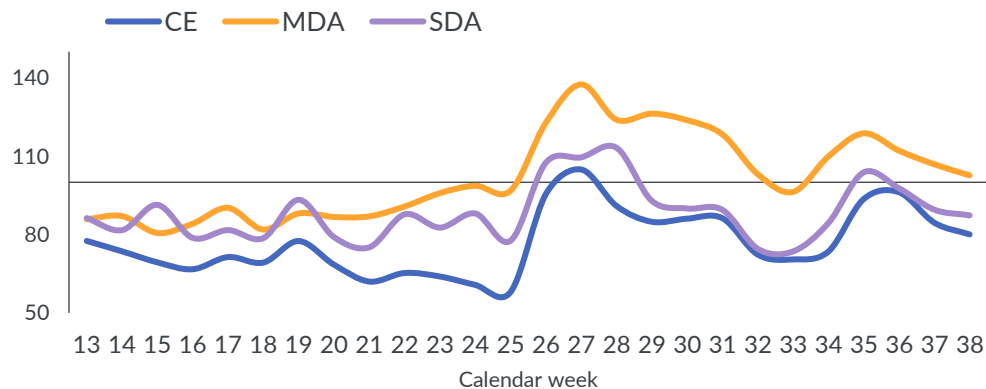
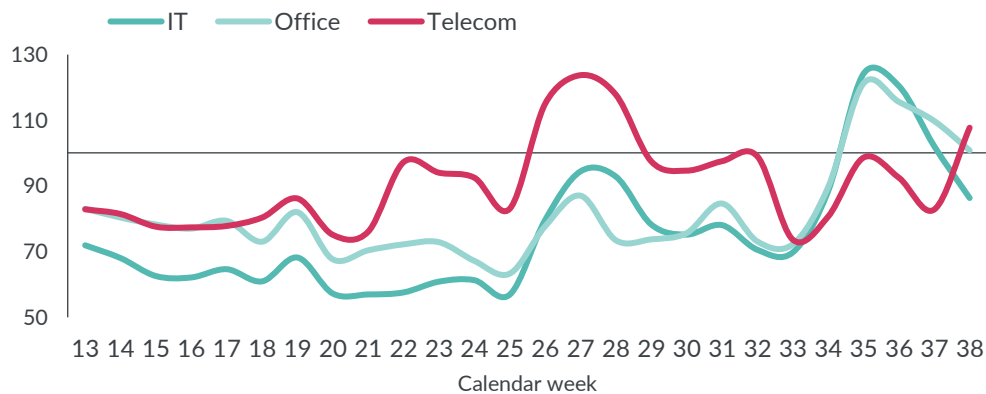
Spain

Japan

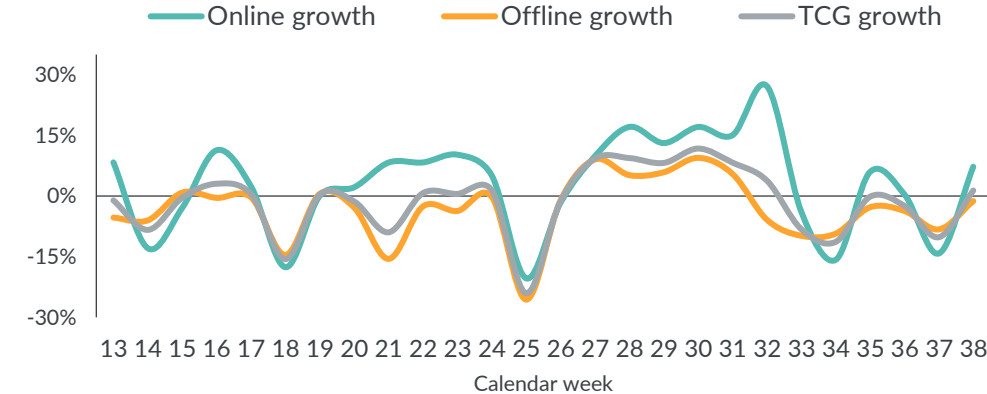
Brazil

China

Index: 2022 average weekly turnover in EUR = 100



Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 38 (Sep 18 - Sep 24)



- Online sales developed well in week 38 (+7%, up from -14% the previous week), but decreasing traditional retail (-1%) left the total TCG market at a weak +1%.
- Within IT/Office products only mice and keyboards posted positive rates of +9% and +6% respectively. Desk computing at -29% marked the other end of the scale. Smartphones accelerated at +21%.
- Air treatment (+113%) was again the best-performing product group within MDA/SDA/CE products. The week saw a weak picture across those categories, ranging from +8% for cooling to -25% for audio home systems.

Source: GfK Market Intelligence: Sales Tracking, France; Calendar week 1 2022 – 38 2023; Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile/Desktop computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems, soundbars – Major domestic appliances (MDA): Cooling and washing machines – Small domestic appliances (SDA): Air treatment, vacuum cleaners, food preparation, hot beverage makers; Value is in EUR NSP (non-subsidized price) fix

Weekly retail insights from the Point of Sale

Spotlight on Italy



About **gfknewron**

Fact of the week

Germany

Great Britain

France



Italy

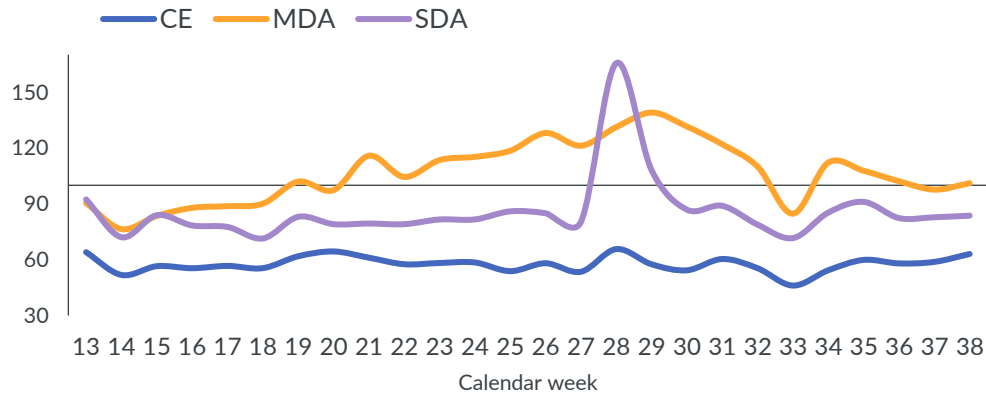
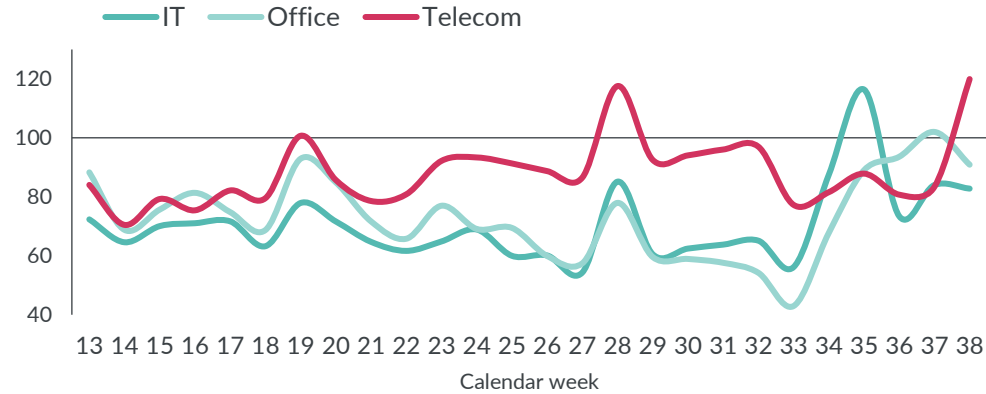
Spain

Japan

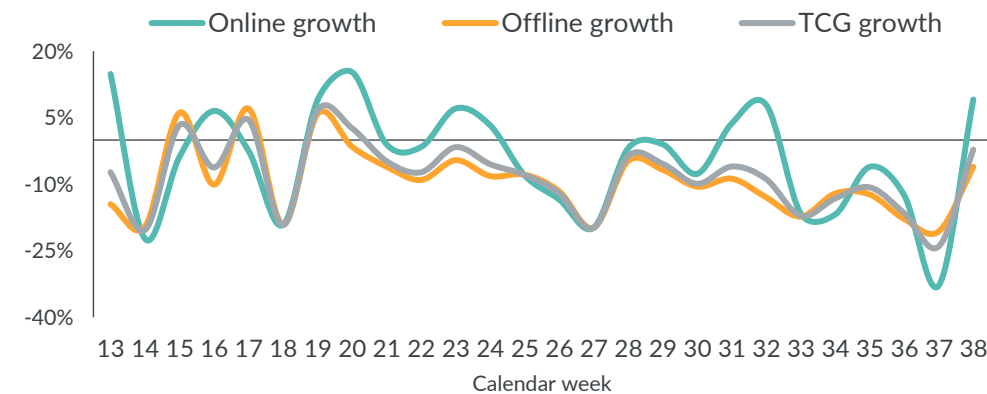
Brazil

China

Index: 2022 average weekly turnover in EUR = 100



Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 38 (Sep 18 – Sep 24)



- Online sales experienced a plus of 9% versus week 38 in 2022, but this failed to compensate for the losses of traditional retail (-6%) and left the total TCG market at a minus of 2%.
- Except for media tablets at -6%, all other IT/Office products decreased by double digits, led by desk computing at -25%. Smartphones were up 14%.
- Air treatment was the best-performing category in week 38, at +29%. MDA/SDA categories overall posted mixed trends of between +5% for washing machines and -4% for vacuum cleaners. CE products lost in solid double digits (TVs posting -25%).

Source: GfK Market Intelligence: Sales Tracking, Italy; Calendar week 1 2022 – 38 2023; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems, soundbars – Major domestic appliances (MDA): Cooling and washing machines – Small domestic appliances (SDA): Air treatment, vacuum cleaners, shavers, food preparation, dental care, hot beverage makers; Value is in EUR NSP (non-subsidized price) fix

Weekly retail insights from the Point of Sale

Spotlight on Spain



About **gfknewron**

Fact of the week

Germany

Great Britain

France

Italy

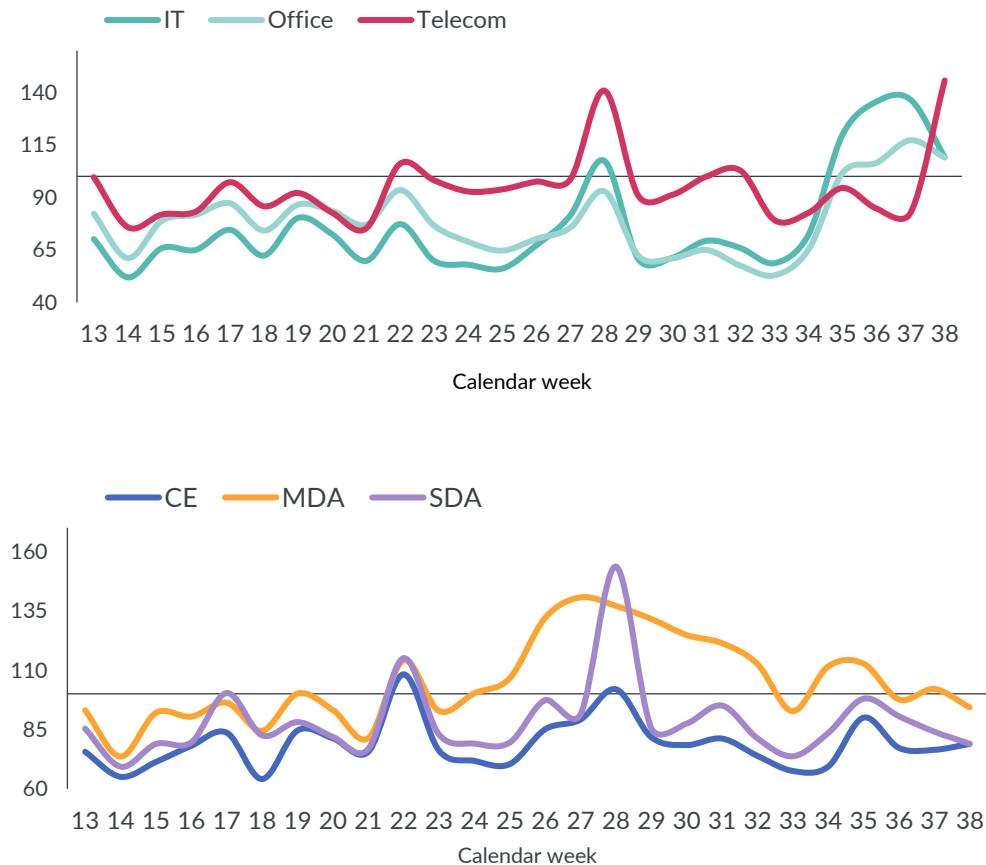
➤ Spain

Japan

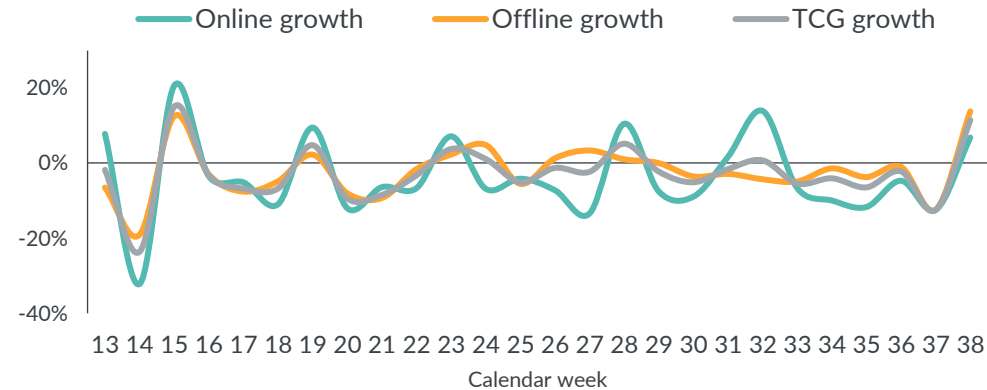
Brazil

China

Index: 2022 average weekly turnover in EUR = 100



Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 38 (Sep 18 – Sep 24)



- Both distribution channels experienced growth week-on-week, traditional retail from -12% to +14% and online sales from -12% to +7%, which resulted in a plus of 11% for total TCG in week 38.
- The driver of this development was smartphones at +55%. The IT/Office categories delivered negative trends, from -5% for inkjet printers and media tablets to -25% for desk computing.
- Except for vacuum cleaners at -3%, all other MDA/SDA saw growth, led by washing machines at +12%. CE categories decelerated with TVs posting -5% and audio home systems at -19%.

Source: GfK Market Intelligence: Sales Tracking, Spain; Calendar week 1 2022 – 38 2023 (no comparability with 2019); Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems, soundbars – Major domestic appliances (MDA): Cooling and washing machines – Small domestic appliances (SDA): Air treatment, vacuum cleaners, shavers, food preparation, hot beverage makers; Value is in EUR NSP (non-subsidized price) fix

Weekly retail insights from the Point of Sale

Spotlight on Japan



About **gfknewron**

Fact of the week

Germany

Great Britain

France

Italy

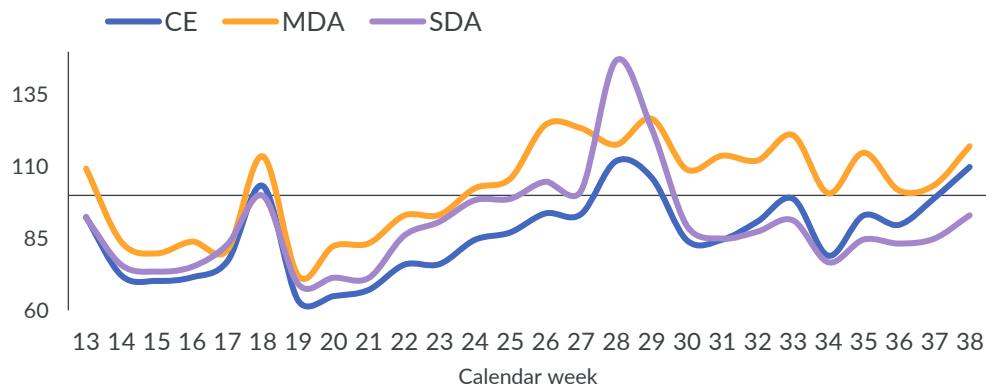
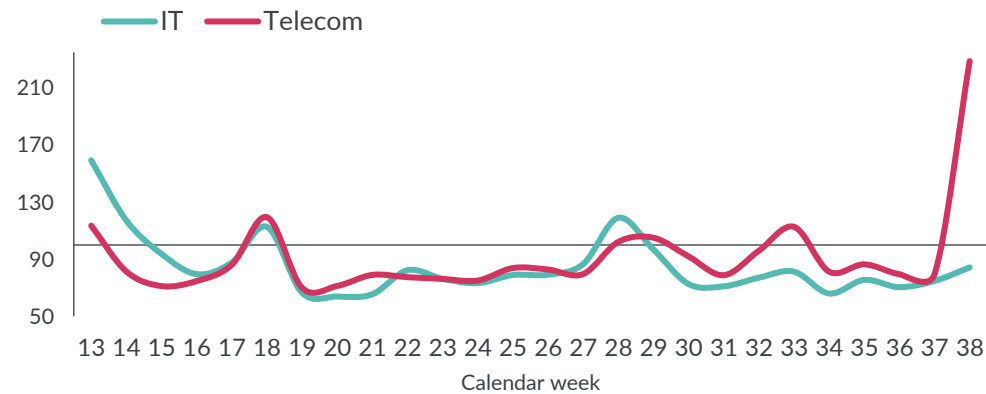
Spain

> Japan

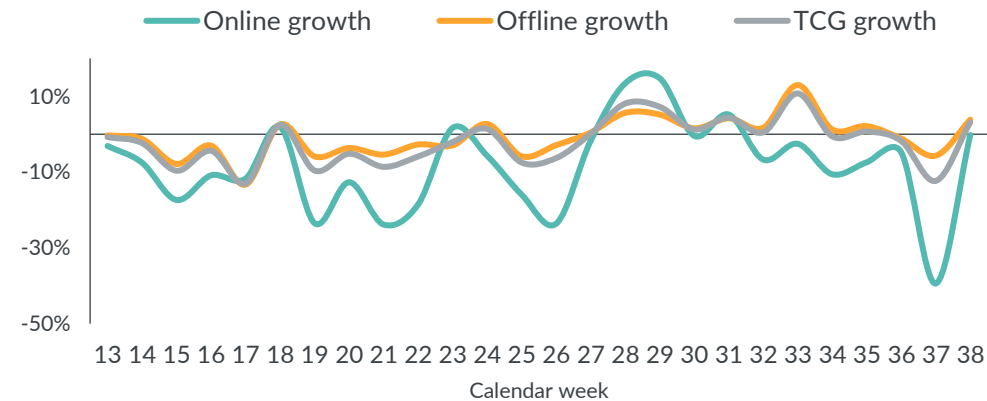
Brazil

China

Index: 2022 average weekly turnover in EUR = 100



Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 38 (Sep 18 – Sep 24)



- Online sales were flat. Combined with traditional retail at +4% this resulted in a plus of 3% for the total TCG market.
- The catalyst of this development was smartphones at +41% while headsets were down 17%. Mobile computing and media tablets decelerated at -10% and -20% respectively.
- Mixed trends for SDA products saw dental care in the lead at +19% while vacuum cleaners at -25% marked the other end of the scale. CE products delivered negative trends with TVs posting -9%. Washing machines were flat.

Source: GfK Market Intelligence: Sales Tracking, Japan; Calendar week 1 2022 – 38 2023; Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile computing, media tablets – Consumer Electronics (CE): TVs, audio home systems, soundbars – Major domestic appliances (MDA): Cooling and washing machines – Small domestic appliances (SDA): Air treatment, vacuum cleaners, shavers, food preparation, dental care, hot beverage makers; Value is in EUR NSP (non-subsidized price) fix

Weekly retail insights from the Point of Sale

Spotlight on Brazil



About **gfknewron**

Fact of the week

Germany

Great Britain

France

Italy

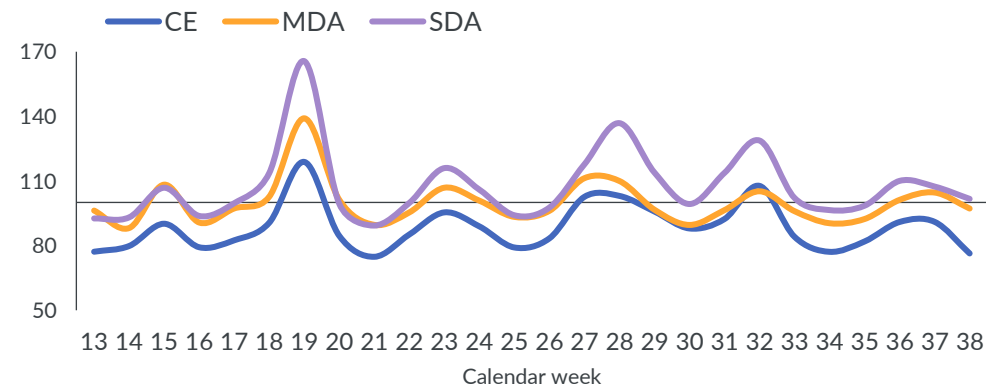
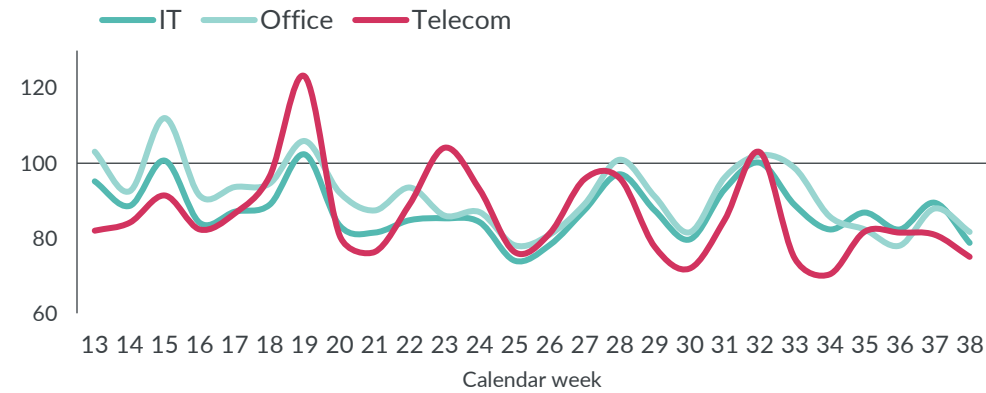
Spain

Japan

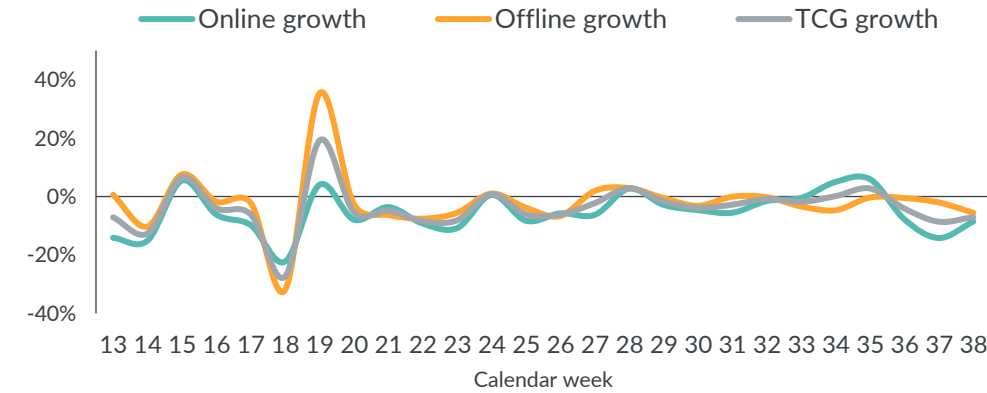
➤ Brazil

China

Index: 2022 average weekly turnover in EUR = 100



Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %



Key take aways in calendar week 38 (Sep 18 – Sep 24)



- Online sales delivered -9% and with traditional retail down -6%, the result was a downswing for the total TCG market of 7%.
- Media tablets at +25% were the best-performing category in week 38, while all other IT/Office categories posted negative trends, with mobile computing delivering -19%. Smartphones slumped at -12%.
- The overall positive picture for MDA and SDA product groups was determined by double-digit growth for most categories apart from +1% for washing machines. TV sales and audio home systems experienced strong drops of -17% and -24% respectively.

Source: GfK Market Intelligence: Sales Tracking, Brazil; Calendar week 1 2022 – 38 2023; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desktop computing (excl. Media sticks/boxes), media tablets – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems – Major domestic appliances (MDA): Cooling and washing machines – Small domestic appliances (SDA): Vacuum cleaners, shavers, food preparation, hot beverage makers; Value is in EUR NSP (non-subsidized price) fix

Weekly retail insights from the Point of Sale

Spotlight on China



About **gfknewron**

Fact of the week

Germany

Great Britain

France

Italy

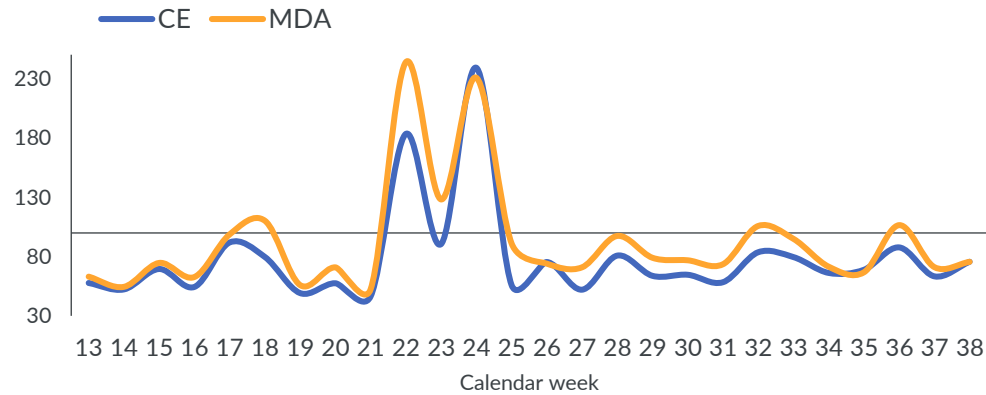
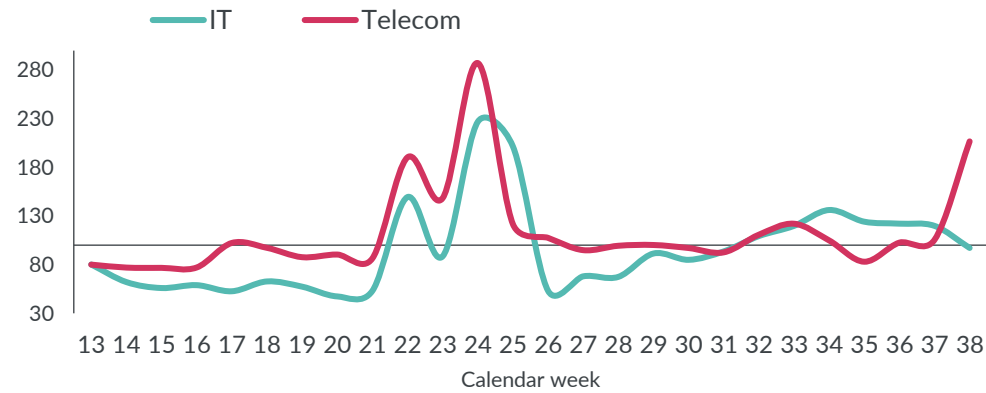
Spain

Japan

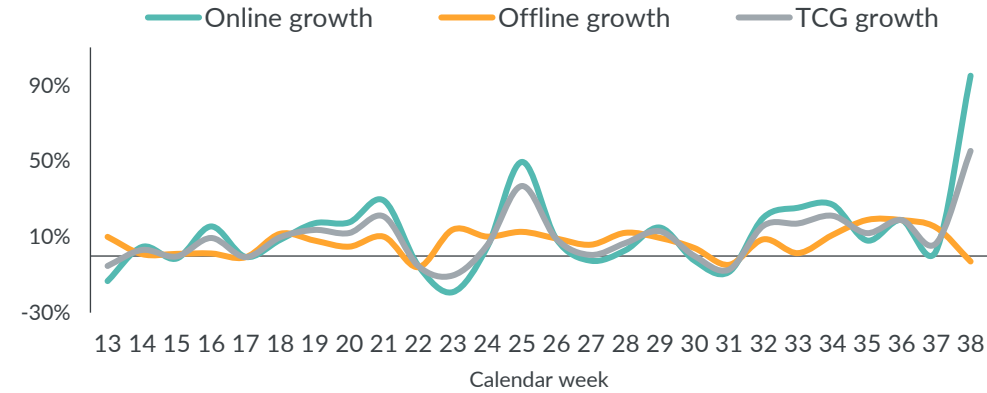
Brazil

> China

Index: 2022 average weekly turnover in EUR = 100*



Retail sales (value EUR) for technical consumer goods (TCG), YoY growth %**



Key take aways in calendar week 38 (Sep 18 – Sep 24)



- In week 38, smartphone sales at +94% boosted online sales to +95%. Traditional retail at -3% was not able to cloud the TCG result of +55%.
- Mobile computing decelerated at -16%.
- Week 38 in 2023 saw decreases for washing machines (-8%) and cooling (-5%). TVs were the worst-performing product group at -21%.

Source: GfK Market Intelligence: Sales Tracking, China; Calendar week 1 2022 – 38 2023; Technical consumer goods include: Telecom: Smartphones – IT: Mobile computing – Consumer Electronics (CE): TVs – Major domestic appliances (MDA): Cooling and washing machines; Value is in EUR NSP (non-subsidized price) fix. *Office and SDA weekly extrapolated not audited in China. **Traditional sales represent cities belonging to the higher tiers.



An NIQ
Company

**Received
this from a
colleague?**

Register now to get
this weekly report
delivered direct
to you.